



SAN PEDRO PROPERTY OWNERS ALLIANCE MARKETING & BUSINESS DEVELOPMENT COMMITTEE MEETING

10:00 AM Open Session

Meeting Minutes

Tuesday, December 17, 2013

Meeting Location: MCS – Harbor Business Source Center
455 W. 6th Street
San Pedro, CA 90731

1. CALL TO ORDER – Camilla Townsend, Co-Chair **10:04 AM**
Jayme Wilson, Co-Chair

2. Committee Members –

Sandy Bradley, San Pedro Chamber of Commerce

√ Eric Eisenberg, Renaissance Group *

√ Jacob Eisenberg, Renaissance Group

√ Valerie Goodman, SPPOA

√ Warren Gunter, Property Owner

Alan Johnson, Jerico Development *

Liz Schindler Johnson, Grand Vision Foundation

√ Stephen Robbins, SPPOA *

Andrew Silber, The Whale & Ale

√ Camilla Townsend, POLA High School *

√ Morris Warschaw, Property Owner *

Jayme Wilson, Spirit Cruises *

* voting member

3. APPROVAL OF MINUTES – November 19, 2013. 10:00 AM Open Session.

Motion by Eisenberg. Second by Robbins. Approved.

4. PUBLIC COMMENTS –

This opportunity is reserved for any public comments to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on un-agendized subjects. It is the Board's policy regarding that persons in the audience may address this Board in connection with any agenda item during the public comment period.

As provided by the Brown Act, the Board has limited each individual's speaking time to three minutes. Anyone desiring to speak during the public comment period must complete a speaker card and submit it to the Chair prior to the start of the meeting.

Michael Gatanz shared that People's Yoga is hosting a New Year's Eve Party on Tuesday, December 31st starting at 8:00pm. He also spoke about the need to advertise the District health and fitness centers more.

Morris Warschaw shared that the San Pedro Theatre Club is also hosting a New Year's Eve Party. The local theatres are another group that should be focused on for 2014 advertising.

5. OLD BUSINESS

5.1 Economic Development Proposal – Gary Larson & David Mathewson

Local Real Estate Broker Laurie Wixed gave a presentation on how to fill vacancies in the downtown District and market the PBID as a trade area.

Due to Larson & Mathewson's absence, no action was taken on this item. The Marketing Committee will recommend to the board that the proposal be brought back to the Marketing Committee after further discussion and revision.

5.2 Real Estate opportunities in the BID – Broker Open House & Trolley Tour

Robbins is in the process of inviting participants to attend a broker open house. The tour is delayed until building renovations are done at the 222 W. 6th Street office building. Renovations should be completed in January.

5.3 Update on projection equipment for the Warner Grand Theatre & future plans – Jacob Eisenberg

Update Tabled.

6. NEW BUSINESS

ACTION ITEMS

6.1 None

NON-ACTION ITEMS

6.2 New marketing idea: 5 minute presentation – Warren Gunter

Gunter spoke about Living Social and Groupon, two online coupon websites. Gunter shared Baramée Thai's ad on Living Social and emphasized the need for this type of advertising for the District.

6.3 PBID Security Signs for the District

Item tabled until security hours of operation are finalized.

6.4 Trolley year-end passenger counts

Trolley passenger counts were requested during the previous Marketing Committee Meeting. In 2013, the trolley carried 15,213 people. In 2012, the trolley carried 14,224 passengers (January through Labor Day records). A trolley cost analysis will be completed next month.

7. UPDATES

7.1 2014 entertainment advertising and cooperative marketing campaign

The 2014 PBID Budget will be the focus of the January Marketing Committee Meeting. Goodman will provide an advertising implementation timeline for the meeting.

7.2 First Thursday Update

The First Thursday Committee is working on improving the Artwalk map and information gathering.

7.3 Hosted Merchant & Business Socials

PBID is looking into hosting a monthly merchant and business social so that District merchants can network and discuss cooperative marketing opportunities.

7.4 Tall Ships

The Tall Ships Festival is happening in August 2014. The Festival brings in an estimated 250,000 people over a three day period. District marketing strategies are being planned.

8. Additional Comments

Vincent DiMeglio mentioned an idea of student discount cards for the District and possibly working restaurants into their meal plans.

9. NEXT REGULAR MEETING – January 21, 2014

10. ADJOURNMENT

The meeting was adjourned at 11:31 AM.